

Sustainable Seas

Reducing marine litter through a Clean Ports Award Program

Lessons from Down Under

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Coordinating Body on the Seas of East Asia



COBSEA Marine Litter Workshop Jakarta – May 2007

Experience of Australian award-based litter reduction programs

- Keep Australia Beautiful's Tidy Towns program
Australia's premier community based environmental action program
- Australian Clean Beach Challenge
- South Australia's Coastal Care Award



 AUSTRALIAN TIDY TOWNS

Australia's premier community-based environmental action program



**AUSTRALIAN
TIDY TOWNS
AWARDS 06**



Keep Australia Beautiful's
Tidy Towns program
recognises and rewards
communities and individuals
that help regional towns & cities
become sustainable communities.

Tidy Towns award is popular and highly sought after form of recognition which encourages regional Australians to embrace the spirit of cooperation to carry out community-based environmental initiatives for a sustainable outcomes.

Program began with local communities focusing on litter reduction and improving civic pride.



Today Tidy Towns is a wider program of environmental initiatives that seek to ensure regional communities become more sustainable and improve their environmental, economic and social performance.



Provides the framework
to encourage and recognise
the achievements of over
1 000 communities that get involved
each year in litter & waste reduction,
environmental improvement,
beautification and education programs.

Tidy Towns program is about:

- community spirit and action
 - how regional Australia effectively manages and preserves its environment in a positive and cooperative way
 - developing partnerships by bringing people together to work cooperatively.

More than 90 000 Australians directly,
and almost a million indirectly,
are involved in caring
for their communities
through Tidy Towns activities.



Commitment represents in excess of
\$A150 million worth of
voluntary labour & improvements
that focus on producing a cleaner and
healthier environment.



Bringing people together from broad
cross sections of the community,
business, industry and governments
working together for a common goal...
a better future
and a cleaner environment.





Australian Clean Beach Challenge

Judging criteria

- Litter prevention and management
- Resource recovery & waste management
 - Community action
 - Fauna and flora protection
 - Visitor friendliness and hospitality
 - Youth activity and initiative
 - Local government leadership.

Litter prevention and management

Evidence of sound and proactive litter management and reduction activities, including effective education and awareness programs, litter management strategy, well placed and serviced litter bins, dog litter & cigarette butt disposal facilities, regular beach clean ups.

Resource recovery & waste management

Community, business
or local government initiatives
in the recovery and reuse of 'waste' materials
& the appropriate disposal of non-recyclables,
including adequate and well placed recycling
and waste management facilities,
community education activities,
local government/business involvement.



Example of Coastal Care Award Judging guide

- Community action and involvement
(How it was achieved)
- General appearance
(What it looks like)
- Environmental activities/programs

General appearance (What it looks like)

- Provision of public facilities,
eg, sufficient and appropriate litter bins,
signs & parking,
influence on built structure design, etc.
- Standard of facilities,
eg, evidence of maintenance,
cleanliness, lack of graffiti and litter.

General appearance (What it looks like)

- Approaches and access,
eg, areas clean and tidy, no litter.
- Coastal tidiness, eg, beach free from litter,
bins emptied regularly, local government
commitment to cleanliness,
evidence of dog control.

Underlying principle and ultimate success of all environmental award program examples is the importance of community ownership, action, involvement and encouragement, with support and in partnership with government, business and industry.

**An incentive (awards)
as opposed to a regulatory (penalty)
approach in SE Asia.**

Opportunity for a Clean Ports Awards program

COBSEA

Coordinating Body on the Seas of East Asia



*Suggested criteria for a proposed
Clean Ports Award program to include:*

Business Action

Recognises achievement by a Port Authority
in providing ships' waste reception facilities,
innovative ways of preventing land-based
sources of marine litter,
integrated waste management,
foreshore clean-ups and monitoring,
and other initiatives to reduce marine litter.

*Suggested criteria for a proposed
Clean Ports Award program to include:*

Litter Prevention

Recognises achievement in a Port Authority's
litter management and reduction initiatives
including undertaking litter
education programs.



*Suggested criteria for a proposed
Clean Ports Award program to include:*

Waste Management

Recognises Port Authority achievement
in resource recovery
and waste management including
initiatives which conserve resources,
the recovery and reuse of materials,
and the appropriate disposal
of non-recyclable materials.

*Suggested criteria for a proposed
Clean Ports Award program to include:*

Environmental Innovation

Recognises Port Authority achievement
through innovation in partnership
with government, business and community
under practical actions
associated with environmental protection
and sustainability.

*Suggested criteria for a proposed
Clean Ports Award program to include:*

Partnerships

Recognises partnership achievements
by a Port Authority with government,
business and the community.



*Suggested criteria for a proposed
Clean Ports Award program to include:*

Protecting the Environment

Recognises Port Authority achievement
in the protection of the coastal
and marine environment.



From a cultural perspective,
reputations are valued
and an award or reward approach
looks to more effectively focus
on the issue of marine based litter
than a regulatory approach
to enable the reduction of environmental
impacts.

“Name & shame polluters, eco award winner tells Asia”
2007 UNEP Champions of the Earth Award recipient, Elisea Gozun

React more favourably
to being recognised, rewarded
and encouraged
rather than being penalised
or having to respond
to a regulatory approach.

The educational opportunities available in conducting an award based program also add value to encouraging stakeholder participation including the community, governments, Port Authorities and industry.

- Clean Marine
 - Anti-litter campaigns
 - Catchment (hills) to coast
- Cigarette butt disposal education
 - Community cleanups

Communities can work in partnership
to achieve successful outcomes
whether it be in the areas of
litter and waste reduction
or environmental improvements
to ensure the sustainability or a better future
for their place within the global environment.



From a security perspective, a Clean Port
should be a Safe Port.

A clean port should be easier
to keep secure as a threat to security
would be more obvious in a clean, litter free
environment rather than one that is untidy.

